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for working with eye-  
tracking in research and

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other settings. Really appreciated the hands-on tips for setting up an eye-tracking lab and things like defining AOIs and tips and tricks for calibrating.

Eye tracking A comprehensive guide to methods, paradigms

...

There are fundamental methodological skills which underpin using eye-trackers, but at the other end of the spectrum there is also the vast choice of measures available to the eye-tracking researcher. For the present text to be complete, therefore, we felt a requirement should also be to draw together eye-

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tracking measures, as well as methods, into an understandable structure.

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and how to analyse the data.  
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Abstract This book is  
written by and for

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researchers who are still in that part of their careers where they are actively using the eye-tracker as a tool; those who have to deal with the ...

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Eye Tracking A comprehensive guide to methods and measures Kenneth Holmqvist, Marcus Nystrom, Richard Andersson, Richard Dewhurst, Halszka Jarodzka, and Joost van de Weijer. Provides hands-on, advice on how to prepare, record, and analyse an eye tracking experiment; Mimics the structure and workflow of an experiment,

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